

Donald Trump's 2016 Presidential Campaign - Analysis

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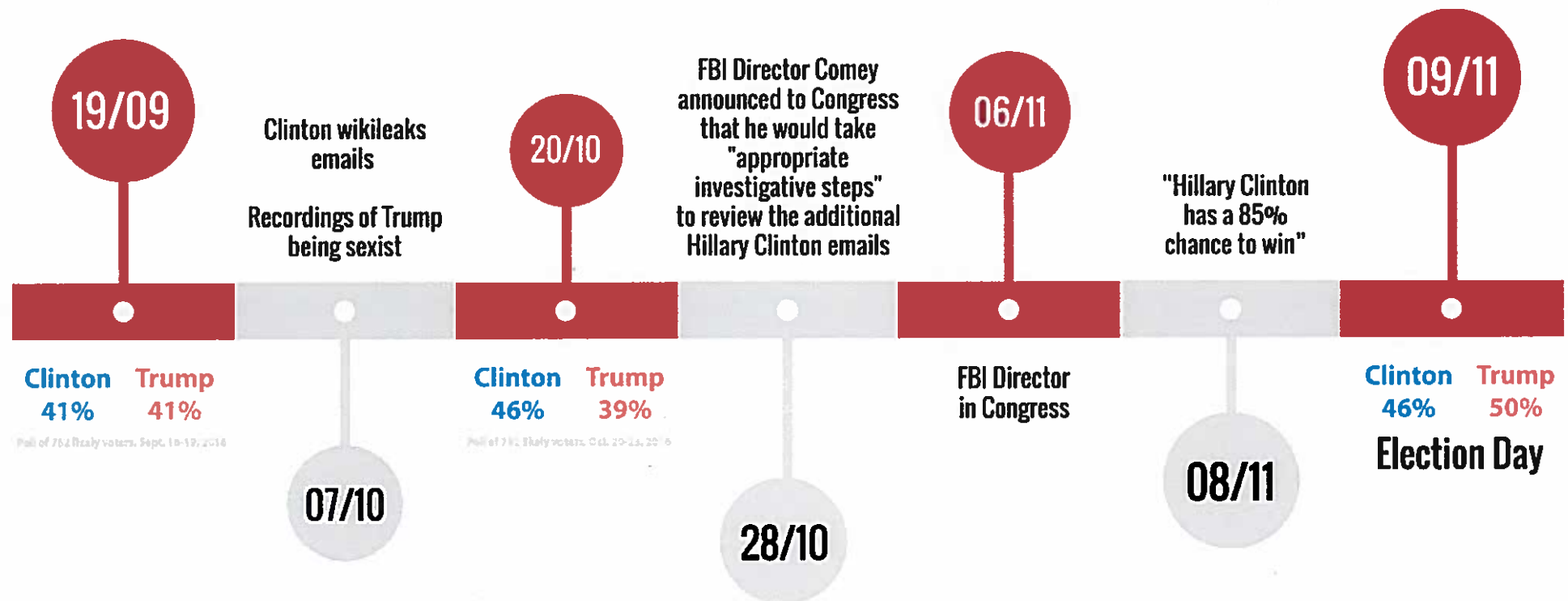
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PROPRIETARY MATERIALS

Trump Campaign Challenge

Case Study: Swing State, North Carolina

"Trump won the presidency with razor-thin margins in swing states"



Trump Campaign Components

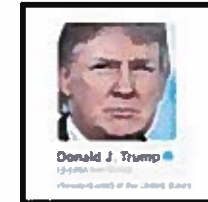
Negative Campaign:



Poisoning the well:



Overt:



Creation of fake news sites / avatars / content

Using fake bots to react to real life situations & further polarize the TA

Jan - April

May - July

Aug - Election Day

Discrediting news / spreading uncertainty & fake content

Trump's Online Campaign

Creating online buzz was a better investment than utilizing traditional media

1/5th

of the total conversation was
non-human generated content

=

3.8 million

tweets⁵



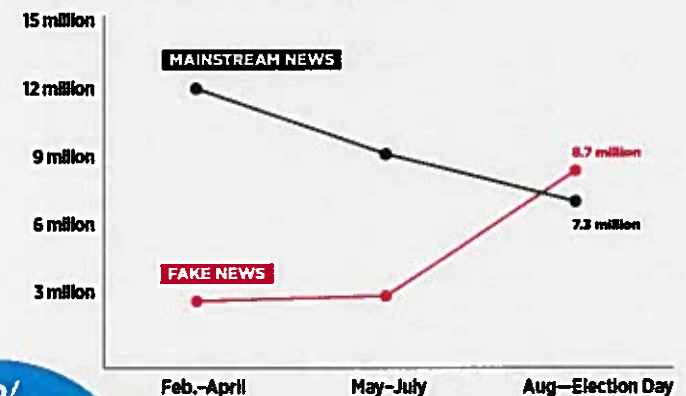
75%

of bots were supportive of
Donald Trump⁸

15%

of all political tweets in the
month before the election were
from **400,000+** automated bots⁶

Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

83%

of the time,
respondents who
cited Facebook as
a major news source
felt the fake news
headlines they
recognized were
accurate

Fake News Sites Facebook Strategy

Fake news exploded across Facebook, Twitter and Google during the 2016 USA elections

- Over 140 pro-Trump websites owned by the same man in Veles, Macedonia
- Websites had American-sounding domain names such as WorldPoliticus.com
- Published aggressively pro-Trump content aimed at conservatives and Trump supporters in the USA
- FB avatars spreading this news

Final #Election2016 numbers

#PopularVote:
#Trump: 62,972,226
#Clinton: 62,277,750

#ElectoralCollege vote
#Trump 306 #Clinton 232

Michael @Kosang88

Final #Election2016 Results By Numbers:
#PopularVote
#electoralvotes
1:24 PM · 12 Nov 2016
1,306 1,327

Publius Galus @TheRockyYougten

#ImWithHer #GoHillary

African American for President

Avoid the line. Vote from home.

Text 'Hillary' to 59925

11/11/16, 4:34 PM

36 RETWEETS 65 LIKES

Amish vote for Donald Trump

Google

The Amish vote for Donald Trump

About 297,000 results (0.40 seconds)

In the news

The Amish in America Commit Their Vote To Donald Trump; Guaranteeing Him A Presidential Victory

ABC News · 2 hours ago

The Amish vote for donald Trump The Amish in America have committed their vote to Donald Trump guaranteeing him the Presidency

More news for Amish vote for Donald Trump

American News

We all know Denzel has stood up to Obama before. Well, he's making another awesome move. Denzel is now team Trump! Do you support him?

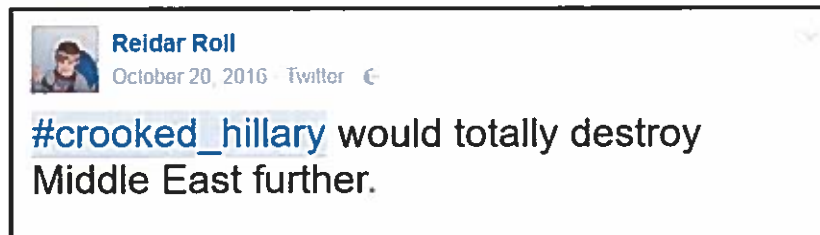
Denzel Washington Backs Trump In The Most Epic Way Possible

While the rest of liberal Hollywood is still trying to demonize Donald Trump, Denzel Washington is speaking out in favor of the president-elect. "We need..."

AMERICANNEWS.COM

1.4K Comments 12K Shares

Facebook Strategy



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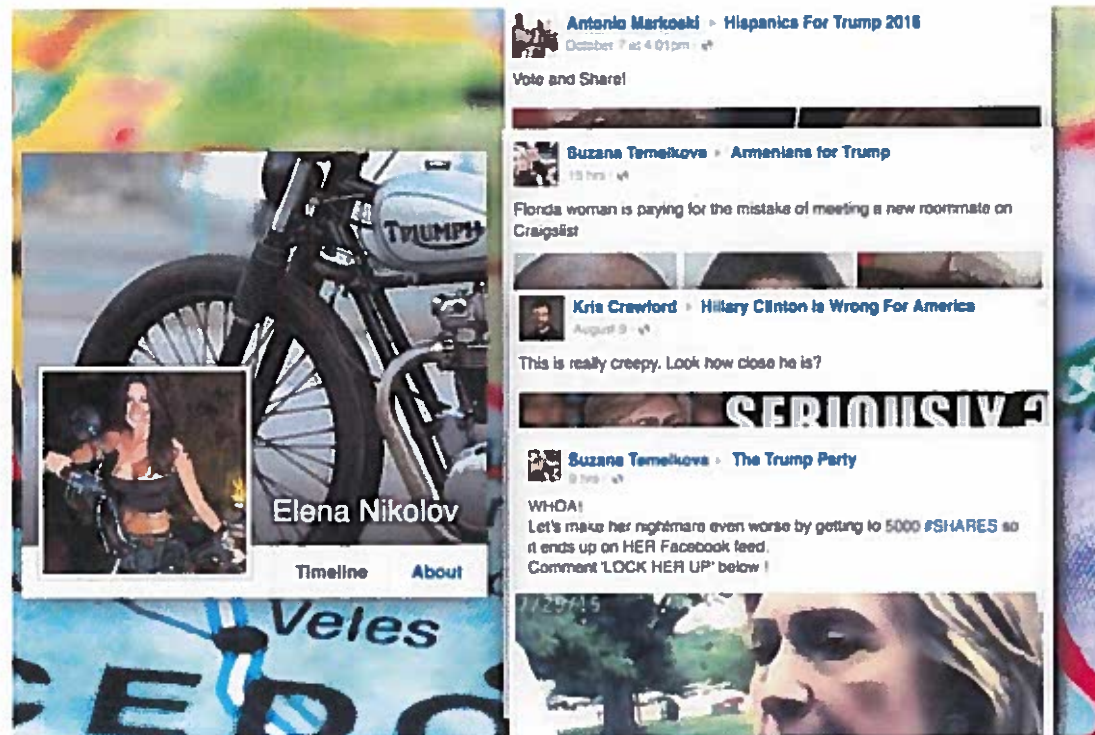
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PROPRIETARY MATERIALS

Weakening Opposing Party Facebook Group Strategy

Closing the *San Diego Berniecrats* Facebook Group

- Sudden influx of new people asking to join his San Diego Berniecrats Facebook group
- Once accepted, they started spamming the group with links to anti-Hillary Clinton articles from strange websites - fake stories full of Hillary hate
- “Bernie supporters had left our page in droves, depressed and disgusted by the venom” – group admin



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PROPRIETARY MATERIALS

Twitter – Controlling the Conversation Strategy

Targeting

- Large quantity of Twitter bots being very active in **Southern and Midwestern states**
- **Twitter bots** in highly populated states
- Utilizing strategic and relevant **hashtags**

Groundswell

- Producing many **more tweets** and being **retweeted** a lot => influential



The volume of **bot tweets** between September 16 - October 21, 2016, indicating Georgia is the biggest contributor.



While twitter is less relevant in Georgia, the tactics are very relevant!



The volume of **human tweets** generated between September 16 - October 21, 2016. Showing the conversation being driven by the most populous states, including California, Texas, Florida, Illinois, and New York.

PSY Unique Tools- Sentiment Analysis

